

**NEWPORT COUNTY CONVENTION & VISITORS BUREAU  
BOARD OF DIRECTORS MEETING  
TUESDAY, NOVEMBER 9, 2004**

**MEETING MINUTES:**

**The meeting began at 8:05 a.m.**

**IN ATTENDANCE WERE:**

**Chairman Paul Crowley, Gail Alofsin, J. Clement Cicilline,  
Councilperson Jeanne-Marie Napolitano, Sen. Teresa Paiva-Weed,  
Mayor Richard Sardella and Mark Stenning**

**STAFF PRESENT WERE:**

**Evan Smith, Cathy Morrison, Kathryn Farrington, Debbie Gatta and  
Mary Ann Kelly**

**GUESTS PRESENT:**

**I. PREVIOUS MEETING MINUTES:**

**The previous meeting minutes were reviewed. A motion to accept the minutes was made by Councilperson Jeanne Marie Napolitano and seconded by J. Clement Cicilline. The motion passed unanimously.**

## **II. TREASURER'S REPORT:**

**Evan Smith read the treasurer's report. City Tax was up 4.69% and Regional Tax was up 5.83% for a combined growth of 4.97%. A motion to accept the treasurer's report was made by Mark Stenning and seconded by Councilperson Jeanne Marie Napolitano. The motion passed unanimously.**

## **III. STAFF REPORTS:**

**Each Staff Report will now reflect the figures of the previous month's activity.**

## **CONVENTION & TOURISM:**

**(October)**

**Bookings were down and the number of room nights was also down for October. As for the number of leads they have gone down and wedding leads are up compared to last year's numbers. The main source for the leads is still the internet.**

**Business booked for October was from numerous organizations resulting in 5,232 total room nights with an economic impact of \$245,252.00. The NCCVB sponsored a golf hole at the MPI New England Chapter Golf Tournament in Hingham, MA. The NCCVB, along with seven industry partners hosted twelve meeting planners for a luncheon at Apricot's in Farmington, CT and along with six industry partners had a DC/VA Phone Blitz at Salve Regina University to secure appointments for the Washington DC/VA Sales Mission.**

**The number of Tour Operator leads was up compared to last year's numbers. The number of room nights was down compared to last year at this time. Travel agent leads have gone down. Damon attended the Maryland Motor Coach's Association Dinner in Baltimore on October 11, 2004.**

### **(September)**

**Bookings were up and the number of room nights was down for September. As for the number of leads they have gone down and wedding leads are up compared to last year's numbers. The main source for the leads is still the internet.**

**Business booked for September was from numerous organizations resulting in 6,211 total room nights with an economic impact of \$1,951,110.00. The NCCVB, along with the Hyatt, Marriott, Newport Harbor, Hotel Viking and Newport Hospitality sponsored the New**

**York City Meeting Planner Event on Tuesday evening, September 21st and the NCCVB along with nine industry partners hosted twenty-three meeting planners at the New York City Meeting Planner Luncheon at the Capital Grille in New York City on September 22, 2004.**

**The number of Tour Operator leads was up compared to last year's numbers. The number of room nights was also up compared to last year at this time. Travel agent leads have gone down. Damon volunteered at the Big "E" Eastern States Exposition.**

## **MARKETING:**

### **(October)**

**Numerous meetings and activities took place in October, including a meeting with Exxon Mobil for a 2005 promotion, a meeting with ABC6 to discuss sponsorship of the 04-05 Newport Winter Package Program, and a meeting with Sandy Nesbitt to choose images for the 2005 pictorial calendar for sponsors, media and meeting planners. Evan Smith was the guest speaker at the Newport Attractions Council Meeting on October 25, 2004. Media placements received for October was equivalent to \$155,865 in advertising costs.**

### **(September)**

**Numerous meetings and activities took place in September, including a meeting with the Preservation Society of Newport County to**

discuss trends in travel, a meeting with John Robittaille of Perspective Communication to discuss potential sponsorships of the Joslin Diabetes Celebrity Fundraiser to be held in Newport in September 2005, and meetings on the Winter Package Program brochures and vouchers. The NCCVB welcomed the Queen Mary 2 cruise ship on September 18, 2004 and again on September 30th. Media placements received for September was equivalent to \$142,370.00 in advertising costs.

#### **PRESS INQUIRIES:**

**(October)**

- **Photography, research, and development for romantic getaways to Newport story in Yankee**
- **Research and development for Newport article in Intermezzo magazine**
- **Researched story ideas for major German film crew considering a trip to Newport in spring 2005**
- **Worked on research with freelancer Diane Sterrett for Rhode Island Monthly winter advertorial**
- **Research, development, and photos for meetings article to appear in Mass High Tech**
- **Coordinated upcoming press visits for writers from Yankee, AAA Car & Travel Elan magazine, and several freelancers.**

**(September)**

- **Organized press for Queen Mary II visit to Newport. Placed on NBC 10, ABC 6, WPRI 12/FOX 64, Newport Daily News, and Providence Journal.**
- **Pitched Newport Winter Getaway Packages to National Geographic Traveler.**
- **Research and development for writer working on story about the International Tennis Hall of Fame for Bank Travel Magazine.**
- **Pitched a story on Jamestown to freelance writer working for a wire service in Boston familiar with writing in this area.**
- **Research and development for writer working on fall getaways story for Wall Street Journal.**
- **Continued to dialogue with Travel Savvy magazine. They are considering a Summer 2005 Newport article.**
- **Photography supply and research and development for Newport info in travel section of Travmar Destination Guides.**

## **VISITING MEDIA:**

**(October)**

- **Mark Bradley, Independent Newspapers of Illinois**
- **Linda Paulat, freelance**
- **Ron Stern, freelance**
- **Paul Gogarty, The Daily Mail (UK)**

- **Sally & Bruce Hemming, Everything America (UK travel magazine)**
- **Gregory Cook, Everything America (UK travel magazine)**
- **Katrina Yaeger, Yankee magazine**

**(September)**

- **Jonathan Thompson, The Independent (UK)**
- **Audrey Brainerd, Connecticut**
- **Harriet Modler, freelance pitching Successful Meetings, Coastal Living, Yankee, Southwest Airlines Spirit**
- **Rolf Nockle, German Newspapers**
- **Bernice Kopelman, Buck's County magazine**

## **INFORMATION CENTER:**

**The total number of visitors to the Information Center for October was 128,631, down 4.90% from last October. The number of visitors to the Information Center for the year was 918,779, up 13.35% compared to last year at this same time. The main source of visitors still comes from the New England states.**

## **MISCELLANEOUS: PUBLICATIONS/EDITORIALS DISTRIBUTION:**

**(October)**

- **Connecticut magazine**

- **Association News**
- **Boston Herald**
- **Pittsburgh Post-Gazette**
- **Plus Magazine**
- **Physicians Travel & Meetings Guide**

**(September)**

- **The Patriot Ledger**
- **The Connecticut Post**
- **The Providence Journal**
- **Rhode Island Monthly**
- **Providence Business News**
- **Meetings East**
- **The Meeting Professional**
- **VIP (Brazilian Travel Magazine)**
- **Mercedes-Benz employee newsletter**
- **Yankee**

#### **IV. NEW BUSINESS:**

**The Convention Sales Team is in Washington, DC for the DC Sales Blitz. Martha Sheridan has arranged for Doug Price, a key marketing person for IACVB, to make a presentation at the Inn at the Crossing to eighteen New England CVB's on the standardized reporting process**



for convention and visitors bureaus. The Winter Package started November 1st. Channel 6, one of our media sponsors for the Winter Package, has put together a spot for the Getaway Package that will start running November 14th. Our year-end meeting, December 9th at the Newport Marriott, will feature Peter Yesawich, a frequent commentator on travel trends in various publications, on television and on the radio. Conversations with Exxon Mobil for a promotion (Sea 3) with Mystic, Newport and Cape Cod are ongoing. Evan Smith explained the results of the Quick Survey done with the Chamber. There will be a Finance Committee meeting in early December to discuss surplus expenditures. The next board meeting will be on Tuesday, December 14, 2004. There will be no board meeting in January. The monthly marketing meeting is at Astors Beechwood Mansion on Wednesday, November 10, 2004.

## **V. OLD BUSINESS:**

Sen. Teresa Paiva-Weed made a motion to adopt the recommendations of the chairman that a letter be forwarded to the city which proposes that the \$30,000 grant be funded on the condition that it be used for the Sister City program and a revision to the maintenance proposal be made in that we would continue to be responsible for the building, however, for the outside area (sidewalks, parking area, etc.) the city should be responsible. It was seconded by Mark Stenning and passed unanimously. Mark Stenning made a

**motion that Evan Smith be designated as an Ex-Officio member of the Chamber Board. It was seconded by Councilperson Jeanne Marie Napolitano and passed unanimously.**

## **VI. ADJOURNAMENT:**

**The meeting was adjourned at 8:55 a.m.**